



FOR YOUR INFORMATION

YVETTE ROBINSON

**DATE:** January 30, 1995  
**TO:** Distribution  
**SUBJECT:** 1996 CLUB BENSON & HEDGES CLUB/BAR PROGRAM

Club Benson & Hedges will be the setting for an integrated music program that increases brand awareness/popularity by leveraging Benson & Hedges' heritage in music under the "Club Benson & Hedges" umbrella through its equity in music and lifestyles. Club Benson & Hedges will reach the aspirational 21 to 45 year-old adult urban smoker in an atmosphere of heightened exclusivity, sophistication, and genuine fun. The program will create excitement and awareness in selected Urban/Ethnic markets through music events that feature well-known performers and Benson & Hedges product, merchandise, and signage. The program will also reward Benson & Hedges consumers with V.I.P. treatment and preferential purchase opportunities.

Logistically, the program will roll-out July through November, 1996, and include an eight-week pre-promotional period. Three club nights per week for five consecutive weeks and feature fifteen performances in as many as four to six different clubs within each market. The brightest up and coming stars in urban music will reach almost 100,000 consumers on-site.

#### THE PLACES

Over 90 nights of the best contemporary urban music in America will be performed during the 1996 summer/fall season. The best venues have been targeted in the following top markets:

Atlanta	Chicago
Dallas/Fort Worth	Houston
Los Angeles	New Orleans

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## THE PERSONAL EXPERIENCE

An important part of the program will be the sale of Benson & Hedges products. Consumers will participate in a club-based smoker incentive program that allows them to receive special V.I.P. member benefits. Redemption of proofs-of-purchase (Buy 2 packs) and completion of a smoker survey in clubs entitle consumers to a Club Benson & Hedges V.I.P. Pass/Calling Card with unique benefits including ten minutes of free long distance calling time, pre-negotiated, upscale local retailer discounts and 20% discounts on future club admissions.

Card Holders will receive:

- 20% discount of future club admissions
- 10 minutes free long distance calling
- Discounts at upscale local retailers
- Special entrance and seating at Club B&H
- Free private receptions with artists (TBD)

## THE PROMOTIONAL EXTENSIONS

The program will work closely with record labels to create additional visibility for Club Benson & Hedges in record outlets. This will provide the opportunity for Club Benson & Hedges to leverage the advertising of record companies. Record outlet point-of-sale posters will consist of the Club Benson & Hedges logo and graphic as well as names of featured artists and schedule of their appearances in Club Benson & Hedges venues. Record labels will supply free product for Club Benson & Hedges raffles and giveaways.

A public relations plan featuring Club Benson & Hedges artists will create additional awareness, excitement and interest in the program. To complement the paid media schedule, merchandising programs will be explored with Essence, Ebony and other media outlets. Club Benson & Hedges will work with Community Marketing to synergize promotional opportunities.

jyr/me

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Club Benson & Hedges  
1996 Budget  
(Draft as of 4/22/96-erm)

Incentives	100,000
Promotional Materials	200,000
Staging	50,000
Creative/Production	100,000
Publicity Materials	20,000
P.R. Agency Expenses	
Media Days	50,000
Video Recap	12,000
Agency/Pack Sales Execution	240,000
Artist Fees	951,000
Host Talent (MC's)	50,000
Labor	155,000
Labor Expenses	46,666
Travel	100,000
Insurance	21,556
Management Fee	<u>366,667</u>
	\$2,462,889

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Club Benson & Hedges  
1996 Budget  
(Draft as of 4/22/96-erm)

Incentives	100,000
Promotional Materials	200,000
Staging	50,000
Creative/Production	100,000
Publicity Materials	20,000
P.R. Agency Expenses	
Media Days	50,000
Video Recap	12,000
Agency/Pack Sales Execution	240,000
Artist Fees	951,000
Host Talent (MC's)	50,000
Labor	155,000
Labor Expenses	46,666
Travel	100,000
Insurance	21,556
Management Fee	<u>366,667</u>
	\$2,462,889

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